



**SPEAR'S**  
WEALTH MANAGEMENT  
RUSSIA AWARDS

**2010**

in cooperation with  
**WWW.PBWM.RU**

INDEPENDENT CONSULTANT



SPEAR'S Russia, the Russian version of the most trustworthy and influential European (London, UK) magazine for the world's richest, in cooperation with a specialized wealth management gateway PBWM.ru is pleased to announce the start of the preparatory stage of **SPEAR'S Russia Wealth Management Awards 2010, which will be held on 25 November 2010 at Vetoshny Center in Moscow to celebrate the achievements of professionals and firms from private banking, wealth management and related industries for their successes, innovations and acumen over 2009-2010.**

SPEAR'S Russia Wealth Management Awards is organized by tradition and analogy with the award ceremony annually held in London by SPEAR'S UK.



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**Over 700 guests** gathered to applaud the award winners. Among those present were top managers of largest Russian and international banks and corporations providing services to Russian HNWIs, as well as representatives of art & culture community.

In particular, Chairman of Wimm-Bill-Dann **David Iakobachvili**, Chairman of TCS Bank **Oleg Tinkov**, Head of Credit Suisse in Russia **Alexis Rodzianko**, Head of HSBC Private Bank in Russia **Natalia Solodovnikova**, Chairman of Troika Dialog Asset Management **Pavel Teplukhin**, Member of the Board of Alfa-Bank **Alexei Marei**, Chairman the Management Committee of Barclays Bank in Russia **Nikolai Tsekhomsky** and many other renowned guests attended the ceremony, which was hosted by **Ivan Urgant**.





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“The Awards founded and presented by such renowned independent publication as SPEAR’S Russia magazine is an important event and prestigious expertise evaluation indicator in our industry”, said **Yakov Galperin**, Deputy General Director of Alfa Capital.

“SPEAR’S Russia Awards may become the very stimulus that will prompt companies to develop further and further, as winners receive not only awards, honor and recognition, but also an independent evaluation of their work and accomplishments over the past year”, noted **Ilya Riaby**, General Manager of MasterCard Europe in Russia.

Detailed information on SPEAR’S Russia Awards 2009 as well as the full list of winners may be viewed at <http://awards.pbwm.ru>.





SPEAR'S Russia in cooperation with PBWM.ru presents the preliminary list of **18 nominations**. From **1 September until 30 September 2010**, SPEAR'S Russia will be accepting propositions on potential nominees and possible additions/changes to the list of nominations. The corresponding requests may be directed to SPEAR'S Russia via email [spearsawards@mediacrat.ru](mailto:spearsawards@mediacrat.ru).

The winners will be determined in **two rounds**:

1. Short lists of nominees in every category will be formed based on votes of professionals from private banking, wealth management and related industries;
2. Short lists will be presented to the Judging Panel, which will consist of the most highly reputed and influential individuals both in the industry, as well as in society. The Judging Panel will be headed by **SPEAR'S Russia Editor-in-Chief Alexander Gafin**. After the Judging Panel will have voted, the Organizing Committee in cooperation with the Independent Consultant of the Awards will sum up the votes for each nominee to determine winners in each category. Members of the Judging Panel will be announced in October 2010, when all propositions on possible additions/changes to the lists of nominations and nominees will have been received. SPEAR'S Russia Wealth Management Awards 2010 will be monitored by PricewaterhouseCoopers as an Independent Consultant.

**Ceremony Date & Venue:** 25 November 2010, Moscow, Vetoshny Center

**Ceremony Host:** Ivan Urgant

**Number of Guests:** 700 - 800 persons

**Guest list:** Russia's business establishment representatives, in particular, members of banking community; leading representatives of art & culture community, personal invitees of Alexander Gafin, mass media.

**PR Support:**

- Event announcement and press release distribution
- Publication of the event announcement on MEDIACRAT, PBWM.ru and other websites
- Publication of press releases on MEDIACRAT, PBWM.ru and other business and lifestyle media websites
- Publication of press releases in SPEAR'S Russia and other print business and lifestyle media



## **SPONSORSHIP OPPORTUNITIES**

### **OFFICIAL PARTNER PACKAGE\***

- » Speech of the Official Partner representative at the Event
- » Opportunity to install a fold-up/pop-up stand in the hall of the venue
- » Publication of the interview with the Official Partner's top executive in one of the upcoming issues of SPEAR'S Russia (volume: 2 full pages)
- » Placement of the Official Partner's logo on all Event advertising and information materials (press releases, Awards 2010 and PBWM.ru websites, press-wall, invitations, etc.)
- » Enclosure of Official Partner's advertising and information materials into the Event kit
- » Display of the Official Partner's audio/visuals on LCD screens during the event (30 second long promotion reel, multiple replay)
- » Official Partner's information placement (2 full pages of text or 1 full page of text + 1 full page ad image) in a special SPEAR'S Russia Wealth Management Awards 2010 section in the December 2010 issue of SPEAR'S Russia magazine
- » Reference to the Official Partner in all official Event press releases
- » Invitation quota for guests of the Official Partner

**PACKAGE COST: EUR 50,000**

*\* The maximum of three Official Partners may participate in the Event*



## **SPONSORSHIP OPPORTUNITIES**

### **NOMINATION SPONSOR PACKAGE**

- » Speech and sponsored award presentation by the Nomination Sponsor representative at the Event
- » Nomiantion Sponsor's information placement (2 full pages of text or 1 full page of text + 1 full page ad image) in a special SPEAR'S Russia Wealth Management Awards 2010 section in the December 2010 issue of SPEAR'S Russia magazine
- » Display of the Nomination Sponsor's audio/visuals on LCD screens during the event (30 second long promotion reel, multiple replay)
- » Invitation quota for guests of the Nomination Sponsor

**PACKAGE COST: EUR 14,000**



## **SPONSORSHIP OPPORTUNITIES**

### **PRODUCT SPONSOR PACKAGE**

- » Opportunity to install a fold-up/pop-up stand in the hall of the venue
- » Product Sponsor's information placement (2 full pages of text or 1 full page of text + 1 full page ad image) in a special SPEAR'S Russia Wealth Management Awards 2010 section in the December 2010 issue of SPEAR'S Russia magazine
- » Display of the Product Sponsor's audio/visuals on LCD screens during the event (30 second long promotion reel, multiple replay)

*SPEAR'S Russia welcomes relevant product sponsorship offers matching the format and style of the Event.*

### **SPECIAL CONDITIONS**

- » Sale of any sponsorship package may be stopped in case if 50% advance payment has been made by a prospective sponsor
- » In order to confirm the sponsor status, the final payment (second half) must be completed by September 30 at the latest. In case if the final payment is not made by that time, sales of the corresponding sponsorship package will resume. The advance payment is non-refundable.
- » A single company may sponsor several nominations
- » **In order to avoid conflict of interests, financial nominations may be sponsored only by non-financial companies and vice versa**



**CORPORATE  
FINANCIAL  
NOMINATIONS**

**1**

**RUSSIAN PRIVATE BANK OF THE YEAR**

For a Russian bank that has demonstrated best performance and delivered outstanding service for Russian HNW individuals in Russia during 2009-10.

**2**

**FOREIGN PRIVATE BANK OF THE YEAR (in Russia)**

For a foreign bank that has demonstrated best performance and delivered outstanding service for Russian HNW individuals in Russia during 2009-10.

**3**

**EUROPEAN PRIVATE BANK OF THE YEAR (outside of Russia)**

For a European bank that has demonstrated best performance and delivered outstanding service for Russian HNW individuals outside of Russia during 2009-10.

**4**

**BEST PRIVATE BANK IN CIS AND BALTIC STATES**

For a bank in CIS and Baltic states that has demonstrated best performance and delivered outstanding service for Russian HNW individuals during 2009-10.

*Current list of nominations in all categories is subject to change.  
The final list will be announced on 5 October 2010.*



**CORPORATE  
FINANCIAL  
NOMINATIONS**

**5**

**START OF THE YEAR**

For most promising bank, asset management firm or fund that has started servicing Russian HNW individuals during 2009-10.

**6**

**ASSET MANAGEMENT FIRM OF THE YEAR**

For a firm that has demonstrated best performance in providing asset management services to Russian HNW individuals during 2009-10.

**7**

**WEALTH BOUTIQUE OF THE YEAR**

For a bank, asset management firm or fund that has demonstrated best performance in providing alternative investment services to Russian HNW individuals during 2009-10.

**8**

**FAMILY OFFICE OF THE YEAR**

For a family office that has delivered outstanding services. The winning office will have demonstrated growth, dynamism, client retention and innovation in Russia during 2009-10.

**9**

**TRUST & FIDUCIARY FIRM OF THE YEAR**

For a trust and fiduciary services provider that has demonstrated best performance and delivered outstanding service for Russian HNW individuals during 2009-10.



**INDIVIDUAL  
FINANCIAL  
NOMINATIONS**

**10**

**INVESTMENT ADVISER OF THE YEAR**

For an investment adviser who has delivered outstanding service for HNW individuals in Russia during 2009-10.

**11**

**INDUSTRY LEGEND**

SPEAR'S Russia lifetime achievement award for outstanding contribution to Russian financial services industry. The award is presented to an innovating, founding or visionary individual who has made a significant impact on the wealth management industry either as a banker, asset manager, lawyer or adviser and has been recognized for contribution to their business and the industry at large.

**12**

**FIRST LADY OF THE YEAR**

**IN PRIVATE BANKING & WEALTH MANAGEMENT**

For the most charismatic lady in private banking and wealth management industry in Russia throughout 2009-10.

**13**

**GENTLEMAN OF THE YEAR**

**IN PRIVATE BANKING & WEALTH MANAGEMENT**

For the most charismatic gentleman in private banking and wealth management industry in Russia throughout 2009-10.



**PROFESSIONAL  
NON-FINANCIAL & SPECIAL  
NOMINATIONS**

**14**

**TAX ADVISER OF THE YEAR**

For a firm that has provided outstanding tax consulting service to HNW individuals in Russia during 2009-10.

**15**

**LAW FIRM OF THE YEAR**

For a law firm that has provided outstanding service to HNW individuals in Russia during 2009-10.

**16**

**ART ADVISER OF THE YEAR**

For a firm, fund or gallery that has shown outstanding excellence in advising HNW collectors in Russia with regards to acquisitions and disposals in their collections during 2009-10.

**17**

**CHARITY FOUNDATION OF THE YEAR**

For a charity foundation that has undertaken outstanding philanthropic activity in Russia in 2009-10.

**18**

**INSURANCE FIRM OF THE YEAR**

For an insurance firm that has demonstrated best performance and delivered outstanding service to HNW individuals in Russia during 2009-10.



## **CONTACT INFORMATION**

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